

Rep Order# 9775648
EC'd Yes

Ver# 11
Status Revised

Traffic Order# 31096
Printed: 08/02/2012 11:42 AM
Last Received: 08/02/2012 11:18 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WWSB-TV SARASOTA,FL
Advertiser () POLITICAL
Product BUCHANAN FOR CONGRES
Estimate# 263
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //263
Flight Dates 07/26/2012 - 08/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

VERN BUCHANAN FOR CONGRESS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REMOVED 2X FROM LN 33
REVISED TOTAL 20125
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*33	M-W	630P-7P	NEWS	:30	\$650.00	07/30-08/01	0	0	0	\$0.00	
Sales Remark: V11 REMOVED 2X												
[MKGD FOR SPOTS MISSED ON LN #7: 7/26(2/WK)]												
V11 Comment Changed, Spots/week Changed												

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Jul 12:	34 / \$9,670.00	Aug 12:	38 / \$10,455.00
Sales Totals: 72 / \$20,125.00			
Station Totals: 72 / \$20,125.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$21,533	CABL 0%	WBSV 0%	WFLA 0%	WFTS 0%
		WTOG 0%	WTSP 0%	WTVT 0%	WWSB 93%

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---COMPETITIVE COMMENTS---
 UNKNOWN SHARE IS FOR LSNN

Books	null
Demos	RA35+